

## **SECURITY SENSITIVE LABEL AND METHOD FOR USE**

### **ABSTRACT OF THE DISCLOSURE**

**[0021]** A security sensitive label is applied to a product to help deter theft. The label includes a label body having inner and outer surfaces with a substrate-damaging adhesive on the inner surface. The outer surface has seller identification and theft-deterring indicia. Theft of a product may be deterred by application of the security sensitive label to the product so that if the product is stolen, (1) removal of the label may damage the substrate to which the label is applied, or (2) leaving the label on the product will alert a subsequent purchaser to the origin of the product, so that in either case the product becomes less saleable.